

ANALYSIS OF THE HR, MARKETING, AND SALES INFORMATION SYSTEM AT OMAH COKRO, MALANG CITY

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ABSTRACT

This study aims to analyze the implementation of a management information system (MIS) in human resources, marketing, and sales aspects at Kedai Omah Cokro, a micro-enterprise in Malang City. The method used is descriptive qualitative with data collection techniques through observation and in-depth interviews. The results of the study indicate that although the implemented MIS is still simple and not yet digitally integrated, this system already supports business operations such as recruitment, promotions, and sales recording. This study explains the contribution of MIS implementation in the MSME sector and emphasizes the importance of system development in business management. These results can be a reference for MSMEs to start implementing MIS as a first step towards more efficient business digitalization.

KEYWORDS: Management Information System; Human Resource Management Information System; Marketing Management Information System; Sales Management Information System; Digitalization

INTRODUCTION

Management Information System (MIS) is a system that plays an important role in an organization that plays a role in collecting, managing, storing, and distributing information needed for decision making, planning, controlling, and operational management. Yasstyh et al (2023) stated that an information system is a system within an organization that brings together the integrity of daily transaction management that supports the organization's managerial operational functions with the strategic activities of an organization to be able to provide certain external parties with the necessary reports. Technically, an information system is a series of interrelated components that collect, process, store, and distribute information to support decision making and control the company. A supporting information system makes the performance of an organization run well, can handle various data processing using information technology and stages to meet the needs of system users or users regarding a clear picture of the system design to be created and implemented. Design is a process that aims to analyze, assess, improve, and compile a system, both physical and non-physical systems that are optimal for the future by utilizing existing information.

Effective MIS implementation requires strategic planning, the involvement of all parties, and the selection of appropriate technology and processes. MIS research plays a crucial role in improving the

operational efficiency of MSMEs, which is realized through the utilization of digitalization by digitally integrating business processes with real-time data access that supports automation and digital collaboration. In line with Nia (2018), the use of web-based sales and purchasing management information systems can improve efficiency in the ordering, shipping, and management of customer, product, and transaction data. The use of information technology refers to all forms of technology applied to process, store, and transmit information in electronic form. Information systems are run in an organized manner based on procedures that process data and produce information as needed (Sandiwarno, 2017). Overall, the implementation of a management information system provides a strong foundation to support efficiency, coordination, and decision-making across all levels of the organization. In this regard, a human resource management information system ensures the availability of a workforce and the development of competent employees to carry out operational activities, including marketing and sales. Furthermore, a marketing management information system utilizes HR information to develop promotional strategies using technology, while a sales management information system involves collaboration between the two lines, utilizing the sales team managed by HR and target market data generated by the marketing team. These three lines collaborate to form an integrated system to achieve overall business goals.

An HR management information system helps integrate and process information systematically, enabling various managerial activities ranging from planning, organizing, mobilizing, to controlling human resources. HR management information systems play a crucial role in supporting recruitment, training, assessment, and employee development. Mikhriani (2024) states that an HR management information system is a platform created to assist companies in managing information related to their employees, aiming to improve efficiency in human resource management by utilizing advances in information technology. In the context of small and medium-sized businesses, HR management information systems are highly relevant, especially in facing the challenges of employee rotation, informal training, and the need for better managerial documentation. Information systems used in organizations can manage employee information efficiently and support the effective achievement of organizational goals. In this case, HR management information systems play a role in helping organizations maximize the utilization of human resources, increase productivity, and achieve their goals that are also related to other lines.

Developing a Marketing Management Information System requires several steps, including adapting to the specific needs of MSMEs. This is supported by (Achdiyat, 2024), who stated that a marketing management information system can incorporate the knowledge of business owners, enabling them to exchange ideas with other MSMEs to broaden their knowledge and broaden their insights. For example, trend-following packaging can significantly impact consumer sales. Marketing involves leveraging technology, such as social media, promotions, or bazaars, as well as analyzing market trends, consumer behavior, and emerging market needs. Collaboration and networking are crucial for small and medium-sized businesses, as they seek to gain significant benefits from establishing partnerships and collaborations with other MSMEs and suppliers. Through collaboration, MSMEs can share resources, access broader markets, and gain new knowledge and experience. Furthermore, joining a local business network or industry association provides opportunities to interact

with other stakeholders, gain insight into current trends and developments, and expand business networks, which are also relevant to a business's sales activities.

The implementation of a Sales Management Information System is carried out to assist organizations in recording transactions in a structured manner, facilitating the management of sales and inventory data, and producing fast and accurate reports as stated by (Trie et al, 2024). Fatawa (2023) explains that a sales information system is a series of procedures that have been specifically designed to run, record, calculate, produce documents, and provide information related to sales from the ordering stage to transaction execution aimed at supporting various sales operations and providing data needed by various divisions within the company. The sales management information system is not only related to the sales aspect but also includes various other subsystems such as marketing, human resource management, finance, and manufacturing production. The main role of the sales information system is as a tool responsible for processing data and transactions that occur in all business activities related to sales with a focus on achieving organizational goals and targets. Based on the explanation of the management information system in the aspects of HR, Marketing, and Sales which are interrelated in supporting business operations and strategies, I chose the object of Omah Cokro, a simple coffee shop because although it is still small to medium scale, this business has activities relevant to all three functions. Direct workforce management is a crucial aspect of service delivery. Marketing strategies are increasingly focused on social media to attract customers, and sales activities are a key indicator of daily business success. Omah Cokro was chosen because it is an early implementation of a management information system that, while still simple, plays a crucial role in supporting efficiency and gradual business growth.

The selection of Omah Cokro Shop as the research object is based on the shop's operational activities that reflect the basic application of a management information system. Although Omah Cokro Shop is a simple business, it has implemented direct human resource management by the owner, utilized social media as a promotional tool, and recorded sales as a basis for evaluating business performance. These three aspects demonstrate the interrelationship between the human resource management information system, the marketing management information system, and the sales management information system that support each other in daily operations. Therefore, Omah Cokro Shop is a relevant object for analyzing the application of management information systems in the aspects of human resources, marketing, and sales in a growing micro-business.

DATA COLLECTION METHOD

Types of research:

This research uses a descriptive method with a qualitative approach. It aims to describe, explain, and answer questions in detail about the management information system related to HR, marketing, and sales at Kedai Omah Cokro.

Place and Time of Research:

The object of this research was conducted at the Omah Cokro Store branch located at Jl. Darma No. 8 Sumbersari, Lowokwaru District, Malang City. The research was conducted from May 5, 2025, to May 26, 2025.

Data Types and Sources:

The type of data used in this study is qualitative data related to the management information system associated with Omah Cokro Coffee Shop. Some of the data the researchers needed included general information related to historical data, information on the HR management system, marketing, and sales. The data source used in the study was primary data obtained through interviews with the manager of Omah Cokro Coffee Shop.

Method of collecting data

1. Observation

Observations were made on operational activities at the Omah Cokro Coffee Shop

2. Interview

Researchers conducted interviews with resource personsrPrahetta is the manager of Omah Cokro Coffee Shop. Here are the steps taken during the interview:

1. Collecting related data:
 - a. History of the founding of the Omah Cokro Shop
 - b. Omah Cokro Shop branch and center management system
 - c. Raw material management and usage system at Omah Cokro Shop
 - d. Recruitment system, as well as HR management at Kedai Omah Cokro
 - e. The marketing system implemented by Kedai Omah Cokro
 - f. Sales and recording system at Omah Cokro Shop
2. Reduce data by sorting important information based on the categories studied, namely, HR management information systems, marketing, and sales.
3. Data analysis
4. Interpretation
5. Data presentation

3. Documentation

Documentation is used to further explain and supplement data from observations and interviews. The data required includes journals and articles for reference regarding management information systems and product documentation, price lists, and business premises documentation.

Data Analysis Method:

Qualitative descriptive analysis is the method used to analyze the data and discuss the problems in detail in this study. The data analysis process is as follows: data collection, data reduction, data analysis, interpretation, and data presentation.

- a. Researchers conducted interviews with informants and collected data regarding the implementation of management information systems at the Omah Cokro Coffee Shop.
- b. Researchers analyzed the SIM that has been implemented by the Omah Cokro Coffee Shop

- c. Researchers describe how the process of implementing a management information system at the Omah Cokro Coffee Shop
- d. Researchers identified whether the implementation of the management information system in the Omah Cokro Coffee Shop was running well.
- e. Researchers draw conclusions regarding the implementation of management information systems at the Omah Cokro Coffee Shop

RESULTS AND DISCUSSION

OBJECTS AND FIELDS OF BUSINESS

Omah Cokro Shop is a food and beverage business established in 2018. Its F&B offerings include fresh milk, iced coffee with milk, iced chocolate, and more. Its head office is located in Blitar and its branch is located in Malang. It currently employs 6 people in Blitar and 4 people in Malang. In this study, the author selected the Malang branch of Omah Cokro Shop for research.



Figure 1. Omah Cokro Shop, Malang Branch

HISTORY OF OMAH COKRO SHOP

The history of this business began in Blitar in 2018, starting from a simple place by utilizing the existing land and doing a little renovation to the house that served as the business location. The name "Omah Cokro" was taken from the business location on Jalan Cokroaminoto. Initially, the main house was used as a residence, while the back of the house was used for business activities. After several years in Blitar, this business then began to expand to Malang, where it has only been operating for the past two years. This business grew from the idea of utilizing a residence as a business location, with an emphasis on the mainstay menu, namely iced coffee milk using fresh milk, special blends, and a branding strategy targeting students. Management is carried out by each branch owner, with central control carried out through a cashier application and a manual recap system using Microsoft Excel.

Omah Cokro's business strategy and human resource management are heavily influenced by hands-on and adaptive practices. Recruitment is conducted informally through student networks, with hands-on training based on practical work without strict formal standard operating procedures (SOPs).

The shift system, daily payroll, and regular financial recaps demonstrate a flexible management approach, yet still require improvements in efficiency and accuracy of information.

HUMAN RESOURCE MANAGEMENT INFORMATION SYSTEM

a. RECRUITMENT AND SELECTION PROCESS

The human resource management information system at Omah Cokro Coffee Shop begins with the recruitment and selection process. During the recruitment stage, Omah Cokro Coffee Shop distributes job vacancy information in the form of posters through social media, especially Instagram. Interestingly, the job vacancy posters created by Omah Cokro Coffee Shop are not formal like most job vacancy posters which seem stiff and standard. Omah Cokro Coffee Shop posters are made with light language but can attract the attention of prospective job applicants. The poster does not include special requirements for job applicants, but only with the sentence "No Special Skills Needed As Long As You Are Willing To Learn And Ready To Be Tired, It's Just Work Hehe". This sentence certainly has a great opportunity to attract the interest of prospective workers, amidst the current conditions where many job vacancies include many requirements.

The job posting information also doesn't use the phrase "Job Vacancy" but rather "Weighing if I'm not going to work" (Timbang Gak Lapo Lapo Mending Kerjo). This phrase is certainly more familiar to the public and gives a different impression to prospective job applicants when reading the job posting. The job posting also includes a contact person who can be contacted by prospective job applicants to inquire further regarding the required requirements. The Omah Cokro Coffee Shop job posting poster can be seen in Figure 2.



Figure 2. Employee Recruitment Poster for Omah Cokro Cafe

After prospective job applicants contact the provided contact person and submit the required documents, those deemed to meet the criteria will be contacted by the Omah Cokro Coffee Shop manager to participate in the next recruitment stage, an interview. The interview is also the final stage of the recruitment process at Omah Cokro Coffee Shop. During this interview, prospective job applicants will meet directly with the Omah Cokro Coffee Shop manager.

Interestingly, in this interview selection stage, the manager of Omah Cokro Coffee Shop does not have specific criteria for prospective employees. He does not require them to have coffee-making skills, but rather looks more at the tenacity and intentions of prospective employees. According to the manager of Omah Cokro Coffee Shop, if they have prospective employees who already have a background in the coffee field, it will be more difficult to direct. "In fact, I choose friends who don't have basic skills. Look at your intentions to work, maybe at a glance, from your character, oh, this is not your intention to work. Then what is your name, honesty, or what, someone like that will actually learn quickly."

b. TRAINING AND DEVELOPMENT

Unlike similar businesses that typically implement formal training programs, Omah Cokro Coffee Shop employs a "learning by doing" approach. This approach involves new employees directly engaging in shop operations and learning directly from the experiences and practices of existing employees or from the Omah Cokro Coffee Shop manager. This approach relies on the principle of "practice makes perfect," where employee skills are honed through repeated, hands-on practice in the shop's daily operations.

This method is considered effective because it saves time and money. Every employee at Omah Cokro Coffee Shop is equipped with the skills to perform all operational functions, from cashier to kitchen to customer service. This multi-skilled model provides Omah Cokro Coffee Shop with high flexibility. If an employee is unable to attend, the shop's operations continue smoothly because each employee can cover for another. "The training system is my own, if not from friends who already work here, but I rarely do training. It's just from the interview. If it's a good fit, then I adapt directly while working. Basically, I learn as I go. The system here is also all roles, you can be a cashier, a kitchen assistant, or even serve customers."

c. DATA MANAGEMENT

Omah Cokro Coffee Shop currently has six employees working three shifts: morning, afternoon, and evening. The shift allocation is not determined by the Omah Cokro Coffee Shop manager but is delegated directly to the employees, giving them the freedom to work the morning, afternoon, or evening shift.

At Omah Cokro Coffee Shop, all managerial control over employees is centralized through a WhatsApp group. This means that employee leave requests for absences, other important information related to Omah Cokro Coffee Shop operations, and employee performance evaluations are discussed in the group. "We have a WhatsApp group where we can manage employee leave, absences, and shift schedules. We manage all evaluations there. If evaluations are necessary, I do them there. If it's more private, I chat directly with the individual." Omah Cokro Coffee Shop does not use a dedicated application for its employee data recording and attendance system; everything is done manually. The Omah Cokro Coffee Shop manager manually records employee attendance using a memo. The Omah Cokro Coffee Shop employee attendance summary is shown in Figure 3.

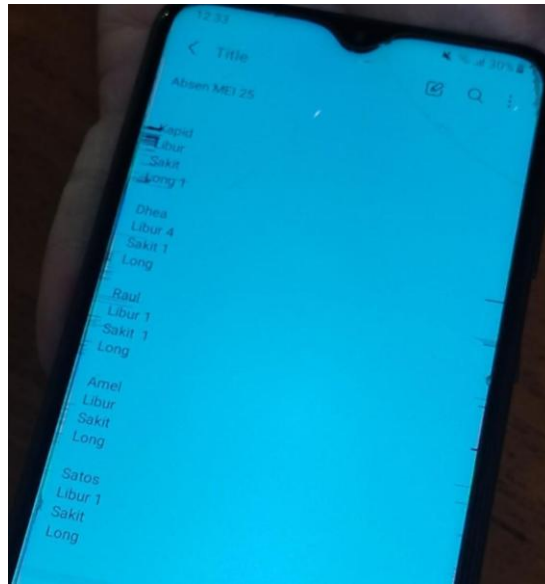


Figure 3. Employee Attendance Recording

d. **SYSTEM EVALUATION AND DEVELOPMENT POTENTIAL**

The HR management approach at Omah Cokro Coffee Shop is practical and adaptable to limited resources. However, this system remains informal and lacks digital integration. Omah Cokro Coffee Shop has the potential to grow further by adopting a more structured information system, such as an application for work scheduling, attendance recording, performance evaluation, and employee productivity reporting. Employees who are students with the background of most applicants is to add to their pocket money, so the demand from applicants is not too high.

Therefore, it is quite easy for management to maintain employee loyalty. Efforts to maintain employee loyalty are quite simple. Managers actually ensure that their employees are not overly loyal, so that professionalism in the work is maintained by creating sufficient familiarity with their employees and fostering mutual respect. "If employees are too loyal, they will take it easy, and they will end up underestimating their work."

e. **HEAD AND BRANCH MANAGEMENT**

Management between the main store and branches is carried out independently by each store. Given the differences in market demand and sales styles of each store, the main store and branches each summarize their data. The slight difference is that the main store also produces some of the raw materials used, so production activities are recorded by the main store, while the branches need to order raw materials for the main store if the required raw materials start to run low. "We will manage each store separately, and for financial reports, we will also narrow down to the owner. So, we don't really have any communication, except for raw material needs."

OMAH COKRO MARKETING MANAGEMENT INFORMATION SYSTEM

Omah Cokro uses a marketing information system that is not yet fully synchronized but already supports the operations of its two branches in Blitar as the head office and Malang as a branch. Management control is in Blitar, while the daily management of each branch runs independently. Omah Cokro records transactions and monitors raw material inventory using a combination of the Qasir and Excel applications, allowing the owner to monitor activity at both branches in real time. The data recording process relies on an online cashier system equipped with manual backup to reduce the risk

of input errors. On the operational side, supervision is carried out through CCTV and strict implementation of SOPs, while intensive communication between branches helps maintain consistency of service. Instagram serves as the main channel for promotional activities, with content managed independently by each branch team, ensuring the delivery of relevant information tailored to local needs.

OMAH COKRO MARKETING STRATEGY

Omah Cokro implements a clear marketing strategy with students as its primary target. They recruit students to generate word-of-mouth, while also leveraging social media platforms like Instagram to reach a wider market. Featured products like iced coffee with milk and fresh local milk are key differentiators from competitors. Strong branding through the name "Omah Cokro," inspired by the business's location, strengthens the business's identity and creates a distinctive, memorable impression for customers. This combination of strategies not only clarifies the product's positioning in the market but also builds an emotional connection with consumers through an authentic, local touch.

Omah Cokro relies on Instagram as the backbone of its digital marketing, with a tailored approach for each branch. In Malang, social media content focuses on the shop's cozy atmosphere with a modern-industrial theme. Meanwhile, the main branch in Blitar emphasizes a nostalgic "coffee house" concept, with behind-the-scenes content about the coffee and ground coffee production process to build consumer trust. These different approaches create distinctive branding for each location, although they can potentially diminish the consistency of the overall brand image.

Even though Instagram is the main platform, Omah Cokro actually realizes the opportunities from TikTok which are considered effective, but have not been utilized optimally due to limited resources as stated. CargoEtta: "The most effective branding right now is social media or word of mouth, depending on how well the product is received. And social media is in its infancy, and I use Instagram ads. TikTok is actually effective, but I haven't mastered it yet."

This marketing strategy demonstrates Omah Cokro's pragmatic approach of focusing on what is already working, while slowly exploring new opportunities to expand market reach.



Figure 4. Social Media for Omah Cokro Store

CONSISTENCY OF QUALITY AND PRODUCTION OF OMAH COKRO RAW MATERIALS

Omah Cokro maintains consistent quality by producing key raw materials, such as coffee and coffee grounds, in Blitar. All raw materials are shipped weekly to Malang, including the use of the same equipment at both branches, according to the statement. CargoEtta said, "We produce our own coffee ingredients in Blitar, and some of the stock is from Blitar, like the coffee and ground coffee, which we produce ourselves. We maintain the same quality, even the coffee equipment is the same, all from the brand." This strategy is implemented to ensure a consistent consumer experience at every location. Omah Cokro still relies on manual and local methods in processing its products. Omah Cokro also utilizes local expertise (dairy farmers from Dau) to maintain the authenticity and character of the beverage's flavor.

Omah Cokro uses modern packaging design and product presentation as part of its marketing strategy. While they haven't yet fully utilized platforms like TikTok or YouTube, they continue to innovate in terms of taste, product presentation, and brand strengthening. These efforts demonstrate their awareness that innovation is crucial for competing in the MSME market, while also fostering a positive image among customers. Attractive visual design and a strong brand identity also influence how consumers perceive their products.



Figure 5. Omah Cokro Store products

FLEXIBILITY OF EMPLOYEE ROLES IN MARKETING STRATEGY

Employee management at Omah Cokro is flexible and trust-based. Recruitment tends to favor inexperienced individuals to facilitate training and conformity to internal work standards, as explained by CargoEtta "For me, I don't look for experts because those who already have a basic knowledge of coffee are sometimes more idealistic. If they don't have any basic knowledge, teaching them will be faster." Salaries are paid daily, and the work system uses an all-role rotation. Evaluations are carried out by limiting spending to a maximum of 30% of turnover as a business efficiency control, according

toCargoEtta "Yes, so for example, shopping is limited to 30% of turnover per month. More than that, it's a bonus. Even though you can still make a profit, it's small."

OMAH COKRO SALES MANAGEMENT INFORMATION SYSTEM

The sales management information system used by Omah Cokro combines digital technology and manual recording in an effort to monitor and manage sales activities effectively. Prahetta, the manager, said that coordination between the Blitar and Malang branches uses the Qasir application. She also mentioned that the use of each application can be monitored in real time. "Spending is also limited to 30% of turnover per month. If it exceeds that, you lose money, although you can still make a profit, but it's small," Prahetta said. Furthermore, the financial recording and recapitulation process is still done manually using Microsoft Excel to ensure data accuracy, especially when there are discrepancies or differences in the reports from the application. Prahetta explained that the recapitulation is done every two days, such as grouping daily money and matching it with income or expenses. If there are any discrepancies, employees are responsible for finding the cause. This system, although simple, is quite effective in supporting Omah Cokro's operations but still has the potential for further development through more automated and centralized system integration. Omah Cokro's sales system is offline and online. As Prahetta stated, GoFood initially became popular in Blitar in 2018, and it continues to this day. However, she also noted that the Malang branch has GoFood, but it hasn't performed as well.

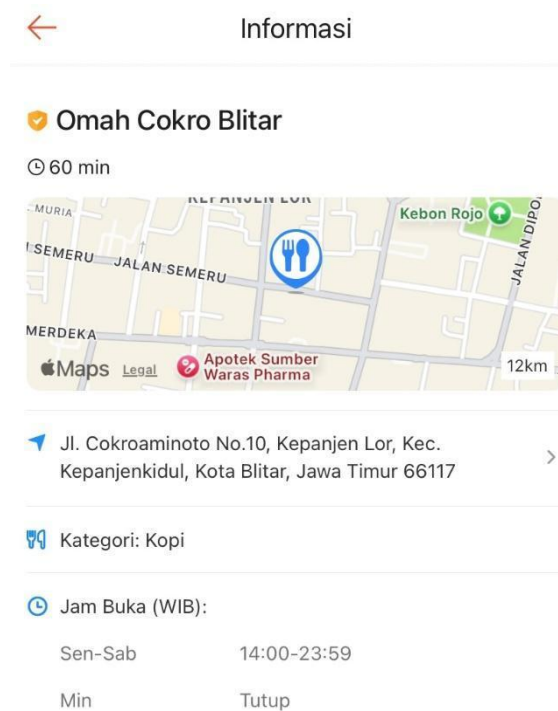


Figure 6. Online Food Omah Cokro Blitar

EVALUATION AND RECOMMENDATIONS

An evaluation of the sales management information system at Omah Cokro revealed that despite utilizing digital applications such as Qasir for transaction recording, the current system is still not fully optimized and efficient. Reliance on manual recording using Microsoft Excel indicates limitations in data integration and the potential for human error, particularly in the financial recapitulation

and auditing processes. Furthermore, the lack of an automated reporting system and analytical dashboard means that strategic decision-making still relies on time-consuming manual monitoring.

Therefore, it is recommended that Omah Cokro integrate its digital cashier system with cloud-based accounting software so that all sales, stock, and financial data can be recorded automatically and synchronized. Implementing a visual dashboard will also be very helpful in monitoring daily performance and analyzing sales trends. Furthermore, implementing a centralized inventory management system and financial reporting between the Blitar and Malang branches can improve monitoring efficiency and strengthen data-driven decision-making that is accurate and real-time.

CONCLUSION

This study found that Kedai Omah Cokro has implemented a management information system in its human resources, marketing, and sales departments. While the system is still simple and largely manual, it is already quite helpful in daily operations. Examples include recruitment via social media, on-site job training, sales recording using the Qasir app, and promotions via Instagram. These three aspects support each other and demonstrate that the implementation of the information system, while not yet perfect, has provided tangible benefits to the business.

This research contributes to scientific knowledge by demonstrating how small businesses can utilize simple information systems to support business performance. Practically, the results of this study can serve as an example for other MSMEs to begin implementing information systems even if they don't yet use sophisticated technology. This research also brings novelty by combining three management systems—HR, marketing, and sales—in a single study of small businesses.

This study has limitations because it focused on only one small business, Kedai Omah Cokro, so the results may not be representative of other MSMEs in general. Furthermore, the data obtained came only from observations and interviews without using quantitative data, so the results are descriptive and cannot yet indicate the extent of the information system's influence on business performance. Future research can be conducted on more businesses and use a quantitative approach for more comprehensive and comparable results. Future researchers can also delve deeper into the integration of information systems with more modern digital technologies.

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